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Food and Nutrition NEWS

PROGRAM DEVELOPMENT...

21

More
People

PEOPLE GETTING FAMILY FOOD ASSISTANCE reached 9 million in March. The number of food stamp users reached an estimated 5 million people for March, up 15 percent from the 4.3 million taking part during February and up 32 percent from the 3.8 million persons participating in January. The Commodity Distribution Program supplied food directly to about 4 million people in March.

More
Food

SIGNIFICANT IMPROVEMENTS IN THE FOOD STAMP PROGRAM by which the poor pay less and get more are reflected in results: payments of bonus coupons to participating families totaled approximately \$70 million in March, up 37 percent from \$51 million in February, and up 160 percent from the \$26.9 million in bonus stamps during January. This extra buying power enables poor families to reach at least the level of USDA's "economy food plan."

FNS
Staff

SEVERAL SHIFTS IN ASSIGNMENTS of Food and Nutrition Service staffers have been announced by Administrator Edward J. Hekman;

- Deputy Administrator for Program Operations Howard P. Davis has an additional Assistant Deputy, to concentrate on field operations, in the person of Neill W. Freeman, Jr., formerly Commodity Distribution Division Director. Isabelle M. Kelley, formerly Food Stamp Division Director, has been named Assistant Deputy for Washington operations, succeeding Samuel C. Vanneman, who retired April 17. Marvin M. Sandstrom continues as Assistant Deputy to Mr. Davis. James E. Springfield is Acting Director of FS Division, and Joseph H. Lott, Jr., is Acting Director of CD Division. Herbert D. Rorex continues as Director of the Child Nutrition Division.
- Deputy Administrator Arthur B. McCaw, who had been serving as DA for Management, will henceforth as Deputy Administrator devote full time to working with voluntary agencies and organizations who are interested in helping to feed the poor.

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Summer
Food

WHEN SCHOOL IS OUT summer day camps, recreation and playground programs help fill the nutrition gap over the summer, by providing food for needy children, with help from USDA's Special Food Service Program. Cash reimbursements and donated foods helped provide summer lunches or between meal nutrition for some 98,600 children last year, and around 150,000 are expected this year. The Special Food Service Program makes possible such innovative food service as the picnics and cookouts which city youngsters enjoy at the Old Fogg Farm summer day camp in Maine sponsored by the Bangor Parks and Recreation Department. Plans are developing now for summer food service. For more information contact your State department of education or the Food and Nutrition Service.

AROUND THE NATION...

THE FIFTH ANNIVERSARY of Cook County's Food Stamp Program in April, saw dramatic advances in Food Stamp benefits for the people of Chicago and the rest of Cook County. In March, the first month of the improved food stamp schedules in Chicago, 206,000 people, 81,000 more than the previous month, used food stamps to increase their food buying power by over \$1.9 million, more than three times the \$647,000 in "bonus" stamps issued in February.

BREAKFAST IN THE VIRGIN ISLANDS AND FLORIDA. School Breakfast Programs started April 1 on the islands of St. Thomas, St. Croix, and St. John, where an average daily participation of 1,000 students is expected. Florida's Bag Breakfast Program or "Seminole Brunch" is designed for secondary schools that have extended schedules in which youngsters arrive early and have little time to eat during the day. Mid-morning "brunch" includes a two-ounce protein sandwich, one-half cup of full strength fruit or vegetable juice or equivalent, and one-half pint of milk.

MODEL CITIES and Child Nutrition Programs team up. Breakfast Service for over 8,000 children has started in eleven Model Cities area schools in Toledo, Ohio, with Model Cities funds paying the cost of labor and USDA's School Breakfast Program, the food costs. Additionally, Model Cities funds will build a central kitchen while USDA's nonfood assistance program will provide 75 percent of equipment costs...Cooperative efforts with Model Cities also resulted in new school lunch programs for 1,200 children, begun April 1 in Pittsburgh, Pa., and Manchester, N.H...Also, with funds from Model Cities, San Antonio will soon provide daily lunches for 13,000 more needy children.

THE DETROIT, MICH., BOARD OF EDUCATION is committed to providing free lunches to 12,000 needy children per day by the end of school year 1969-70. This will be an increase of 50 percent over last school year. Children in 16 schools without kitchen facilities are being reached with a bag lunch by means of a recent contract with Automatic Retailers of America, Inc. The cost of the lunches to the children is 20 cents, 10 cents and free, depending upon their ability to pay. School officials point out that the cold lunch project is considered a temporary measure until hot lunch facilities can be expanded.

SENIOR CENTERS in 10 small towns in Northwest Minnesota are serving midday meals to several hundred needy older people, with help from an OEO grant, USDA-donated foods and "potluck" items from volunteers. Many of the centers are in donated facilities like the local VFW or American Legion Hall. Carpools get people to the centers from isolated, outlying areas.

THE NATIONAL AMERICAN RED CROSS DISASTER SERVICES held a workshop early this spring in Davenport, Iowa for 70 representatives from two Red Cross chapters in the Midwest to provide information on the use of USDA donated foods and to promote effective use of these foods in nutritious menus and recipes. Local Red Cross personnel, Food and Nutrition Service representatives, school lunch supervisors, and other interested parties made food assistance contingency plans for times of emergencies. The plans for this workshop may well be useful in other areas.

MEALS ON WHEELS from the Senior Citizens Center of Southern Alameda County, Calif., reach from 94 to 106 elderly and incapacitated shut-ins a day, with help from an OEO Emergency Food and Medical Services Grant and USDA-donated foods. From a tiny kitchen in a converted church the program has served well over 15,000 appetizing, nutritious meals, since last June.

CALIFORNIA'S GROWING SCHOOL BREAKFAST PROGRAM is in 100 schools. One community's newspaper promotes the program like this: "Try our 'FB' Special--Free Breakfast for Fertile Brains." The Oak Ridge Elementary School in Sacramento serves breakfast to between 200 and 220 of the school's 491 students. Most are free to children unable to pay. Principal Bill Lukey says, "The kids are happier, willing to talk to each other, bringing less irritability from home. There's one place at school where there is not problem of discipline--the cafeteria at breakfast."

PEOPLE TO PEOPLE...

RAPID EXPANSION OF FOOD STAMPS has prompted an increase of voluntary help to handle the growing caseloads. In Birmingham, Ala., 28 Red Cross volunteers were trained to help in the reception room, type and file in the Jefferson County Pensions and Security Office, until more professional staff can be hired and trained. In Seattle, Wash., student volunteers are helping with clerical work in the food stamp office. In Dickinson, N.D., volunteers serve as receptionists in the food stamp office, and more are wanted to help increase public awareness about food stamps.

IN MT. CLEMENS, MICH., members of a Presbyterian Church Women's Group used the Food and Nutrition Service's "Food Stamp Handbook for Volunteers" to spark a volunteer corps which works with Extension Service Nutrition Aides. The volunteers provide transportation, baby-sit for low-income families, and help with the shopping.

THE LEAGUE OF WOMEN VOTERS in the District of Columbia recently started a volunteer speaking project to help explain the Food Stamp Program to the community. League speakers who explain program benefits for potential recipients are available to speak to church and business groups, senior citizens, PTA's, community and civic clubs, tenant groups and school classes on request.

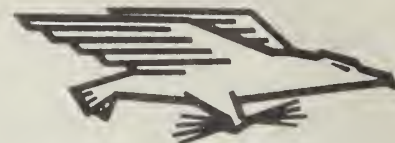
SAN FRANCISCO on April 1 opened its Supplemental Food Program to provide donations of selected nutritious foods for low-income mothers, babies, and children to five years of age. Voluntary contributions made it possible. The freshman class at the University of California Medical Center spearheaded a fund-raising campaign, to which the San Francisco Foundation made a \$5,000 grant, and clothing manufacturer Alvin Duskin gave \$2,000. In total, they raised \$10,000 for local program operations. The manufacturer also offered part of his warehouse for a distribution center.

VOLUNTEERS HELP mothers get their supplemental food donations home from the Children and Youth Clinic in Seattle, Wash., when the mothers are unable to pick up their foods on the day of distribution...In Washington, D.C., Red Cross volunteers of Service to Military Families drive servicemen's families--who are eligible for supplemental food help--home from the public health clinics with their supplies of supplemental foods--including evaporated milk, corn syrup, iron-fortified farina, nonfat dry milk, canned meat or poultry, fruit juice, canned fruit or vegetables, egg mix, instant potatoes and peanut butter--provided to help meet nutritional needs of young children, expectant and nursing mothers.

QUESTION...

WHO PAYS THE COST OF A SCHOOL LUNCH?

Federal, State and local people share the average cost of a lunch estimated at 62 cents for the current year. Federally-donated foods cover 7.4 cents; Federal cash aid covers 8.7 cents; State and local governments contribute 14.5 cents; and children's payments average 31.4 cents. This represents an average of costs in all program schools including more affluent suburban schools. In low-income areas, children's payments are often very little or nothing, and the Government contribution is higher than average.

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THE SCORECARD...

DESIGNATION OF SEVENTEEN new project areas (covering 19 counties) for the Food Stamp Program reduces to 119 the number of U.S. counties and independent cities which have so far not accepted either the Food Stamp or Commodity Distribution Programs. In total, 3,010 of the Nation's 3,129 counties and independent cities are or soon will be offering USDA food assistance to their needy families.

ANALYSIS OF FOOD COUPON BUSINESS of 100,000 authorized retailers redeeming \$58 million in food coupons in August 1969 showed that: The independent stores--those which have ten units or less--numbered 83,000 and accounted for 60 percent of the total redemptions. The chain stores--those having 11 or more units--numbered 13,000 and accounted for 38 percent of total redemptions. The retail routes--dairy and bakery--numbered 4,000 and accounted for almost four percent of the total redemptions.

MORE KIDS GET BREAKFAST--The latest count in January shows 407,199 children getting a morning meal at 3,630 schools under USDA's School Breakfast Program. Ninety percent of these schools are taking part in USDA's National School Lunch Program which is now serving a noon meal to 20.8 million children in 76,702 schools in the country.

INFO AND EDUCATION...

COOKING CLASSES FOR CHILDREN are being tried in California, in an attempt to get the nutrition message to parents and children alike. The Oxnard Elementary School District held a workshop "Cooking Con Gusto" for fifth and sixth grade students, with parents invited too. They asked to repeat the workshop which showed how to use donated foods.

FOOD INDUSTRY is actively calling attention to greater benefits of the Food Stamp Program to low-income customers. Jewel Food Stores in Chicago has developed large colorful posters outlining the benefits of food stamps for display in stores, community centers and such...In Connecticut, the dairy industry and the retail food trades have combined efforts to sponsor a series of three big ads in the Bridgeport Post Telegram urging "Be a Foxy Shopper...Use Your Food Stamps" and explaining new food stamp benefits. The Connecticut trade group is also sponsoring 216 radio spot announcements in Spanish and English and posting 50 billboards in the Bridgeport, New Haven, and Danbury areas. All encourage low-income customers to make good use of the added buying power of food stamps.

Inquiries and requests for publications may be addressed to the Food and Nutrition Service Information Office, U.S. Department of Agriculture, Washington, D.C. 20250.